



**THE EFFECTIVENESS
OF MARKETING COMMUNICATION IMPLEMENTED
BY SINGGAHSANA EMAS SDN BHD:
CREATING CUSTOMER AWARENESS ON THE USAGE OF GOLD
DINAR & SILVER DIRHAM
IN MALACCA**

**SITI MUDIRA BT HJ. SABTU
2002618930**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
MALACCA**

APRIL 2005

DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, SITI MUDIRA BT HJ.SABTU,

(831215-04-5052)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: SI

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ABSTRACT

This study was undertaken to measure the performance of SESB in terms of its marketing activities to promote dinar to people. As a new product, it requires aggressive promotions and huge amount of money to implement the strategies. Of course the company wants to design and put into action the marketing mix that will best achieve its objectives in its target market. The marketing mix consists of everything that the company can do to influence the demand for its product. Promotion is one of the keys in marketing mix. Promotion means activities that communicate the merits of the product and persuade target customers to buy it. An effective marketing program blends all of the marketing mix elements into a coordinated program designed to achieve the company objectives. Usually, a coordinated program will be referred to IMC or Integrated Marketing Communication.

The researcher had provided a set of questionnaire that is consisting into three sections. Section A is asking the demographic factors of the respondents. While, Section B was used to evaluate the effectiveness of marketing activities implemented by this company. Lastly, Section C are asking the perceptions of the customer about dinar and there is one question that requires the respondents to mark the promotional tools which is preferred by them

From the findings, the researcher concludes that the consumer does aware of the existence of Dinar but they still do not use it as an investment; payment for Zakat or dowry, which this company offers. But, in terms of marketing activities conducted

by this company, the researcher found that this company has conducted various promotional activities that are able to create the customer awareness. But, the researcher still wants to suggest to this company to undertake more promotional activities that can inform and educate the customer about the benefits of Dinar.

The researcher hopes this study will give a clear picture to SESB of its performance in promoting Dinar. In the end of this study, the researcher had included her recommendations to SESB in improving their marketing programs. Perhaps, this study can help this company to improve their performance for all this while.